

**Shelby County Fire Department  
Headquarters  
1075 Mullins Station Rd. Bldg. "C", 2<sup>nd</sup> floor  
Memphis, TN 38134**



**\*\*\*\*\* NEWS RELEASE \*\*\*\*\***

Date: April 23, 2013

In conjunction with the Arlington Fire Department, The Office of the Shelby County Sheriff, Arlington High School PTSA, Rural Metro Ambulance and the Hospital Wing, The Shelby County Fire Department conducted a “mock” DUI scenario today at the Arlington High School. 2,300 students were in attendance to experience the tragic consequences of driving while impaired – not only by the effects of alcohol consumption but also by the distractions of texting while driving. The students were immersed in a *simulated* emergency scene which clearly demonstrated the results of a horrific crash involving some of their classmates – all of whom portrayed receiving major injuries and some of whom were pronounced “dead” at the scene. Again this was a scenario to graphically display what happens during and immediately after tragedies such as this, all in the hopes that students will avoid these terrible events.

This was the third time that a crash like this was portrayed and is considered to be a tremendous success by the students, faculty and parents in attendance today. “Our goal is to never have to respond to even one more crash involving a young person who has been consuming alcohol” said Arlington Fire Chief David Franks. “Even though we know we can’t reach them all, every time we do this, we can make a significant difference in the statistics.” he finished.

In 2005 16,885 people died in the United States in alcohol – related crashes. The Shelby County Fire Department has developed a history with the Shelby County School PTSAs in producing these simulations, and has plans to continue a close working relationship with them throughout Shelby County in the hopes of omitting teenage DUI tragedies.

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